



# Encouraging Behavior Change in the Community: A tale of two programs

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Durham City and County

# My story



# Residential Energy Retrofit Programs



- Savings: \$284,000 per year
- 709 Homes Retrofit
- 2,000+ volunteer hours
- 50+ community workshops



# What we did

- Air sealing
- Duct sealing
- Attic insulation
- Programmable thermostats
- Efficient showerheads and aerators
- CO detectors
- 662,684 Sq ft
- R13 Average before
- R38 Average after
- 467 Thermostats
- 662 Showerheads
- 1,384 Aerators
- 546 CO monitors



[http://www.youtube.com/watch?v=FPYFmYDY9p0&feature=player\\_detailpage#t=115](http://www.youtube.com/watch?v=FPYFmYDY9p0&feature=player_detailpage#t=115)

[http://www.youtube.com/watch?v=FPYFmYDY9p0&feature=player\\_detailpage#t=175](http://www.youtube.com/watch?v=FPYFmYDY9p0&feature=player_detailpage#t=175)

# Workshops

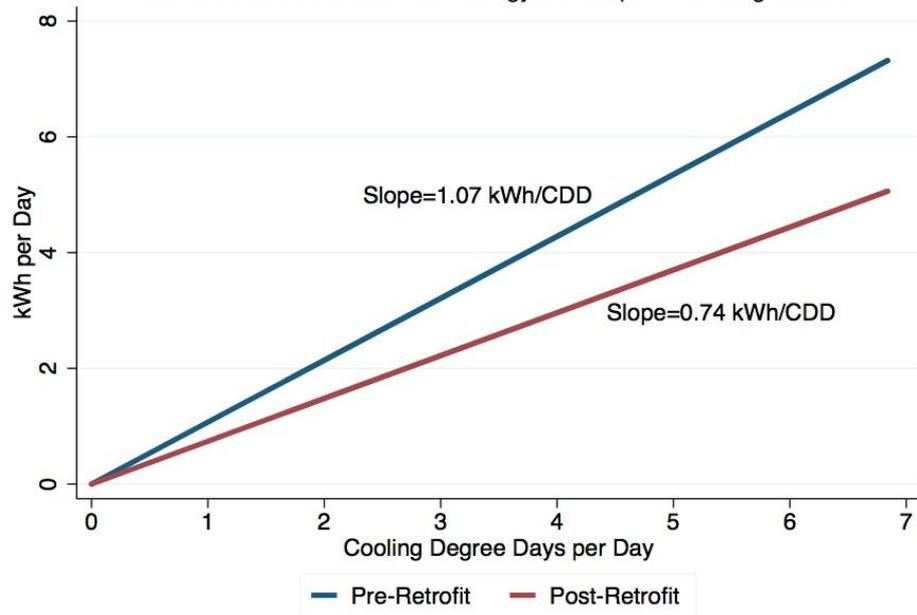


**Table A1: Self-reported knowledge levels, Pre-Survey and Post-Survey**

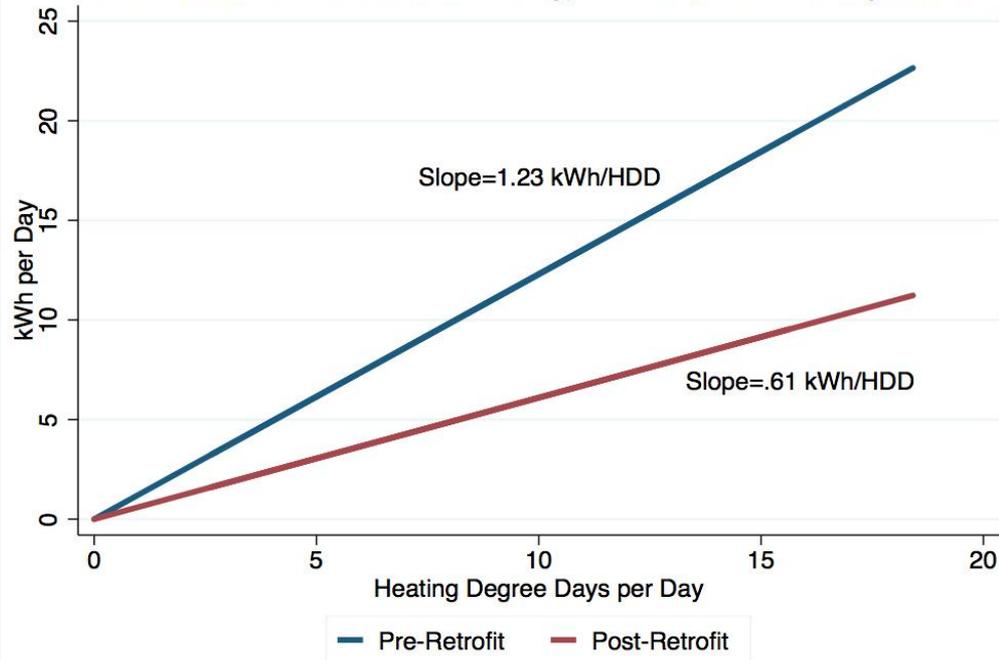
Level	Pre-Survey		Post-Survey	
	HESP	NERP	HESP	NERP
Little Knowledge	9%	3%	1%	0%
Some Knowledge	51%	61%	26%	16%
Pretty Knowledgeable	38%	35%	60%	63%
Very Knowledgeable	2%	1%	13%	21%



Pre-Retrofit Vs. Post-Retrofit: Energy Use Slope for Cooling Months



Pre-Retrofit Vs. Post-Retrofit: Energy Use Slope for Heating Months

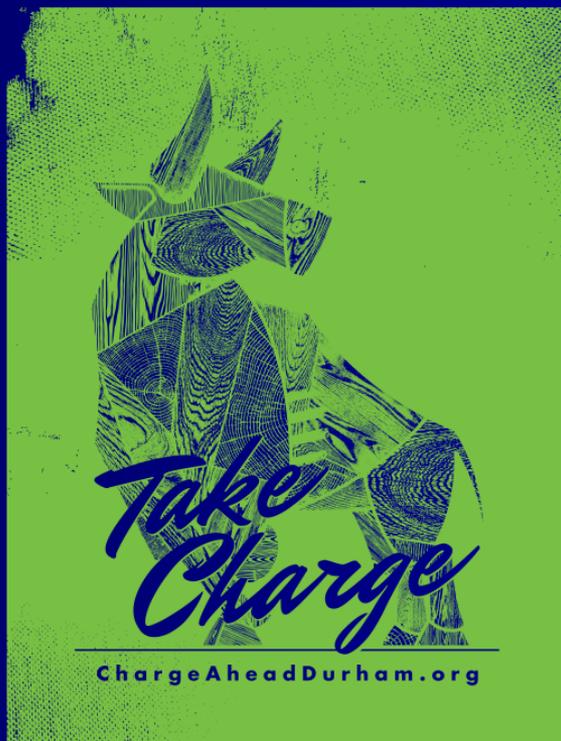
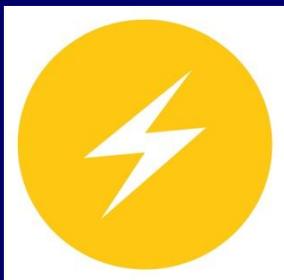


# What now?

- 10+ City staff trained and offering BEE
- Over 80 workshops offered
- Align education with need



# [www.ChargeAheadDurham.org](http://www.ChargeAheadDurham.org)



# Barriers to Action

- Don't know what to do
- Overwhelmed by all there is to do
- Don't know how to do what I need to do
- I don't have time to do what I need to do



ABOUT

CHARGES

WINNERS



SPONSORS

SIGN UP

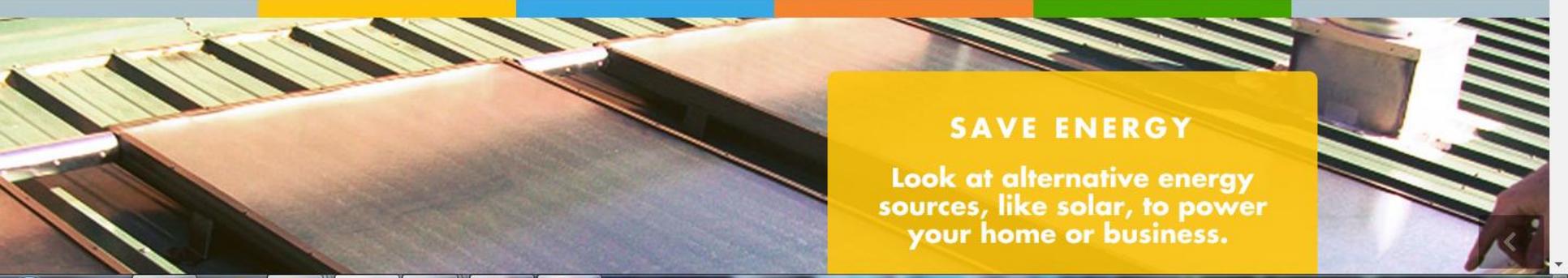
LOGIN

# CHARGE AHEAD DURHAM

We love Durham and all have a part to play in making this community the best it can be, and that includes protecting and improving our natural environment. Whether your motivation is leaving a better world for your children, saving money, reducing stress by connecting more with nature, or reducing your carbon footprint, Charge Ahead Durham has something for you. And just to make it more fun, we're offering awesome prizes for participating, so sign up today and get started!



JOIN THE CHARGE



**SAVE ENERGY**  
Look at alternative energy sources, like solar, to power your home or business.

## SO WHAT DO I DO?

Each week you will receive three charges along with a monthly charge. You can complete as many of the charges as you would like. If you have previously implemented one of the actions prior to signing up for Charge Ahead Durham, you can take the charge by helping a friend or neighbor complete the task. After completing one of the charges, you can self report in one of three ways. The first option is to write us a couple sentences telling us about your experience. The second option is to upload a photo of you taking the action. The third is to provide a link to your short video showing you taking the action. Please see our [rules](#) for text, photos and videos.

SUBMIT CHARGE



### Submit A Charge

Click 'Submit Charge' from any weekly or monthly charge to earn points



### Your Experience

Write a two sentence description about your experience taking the charge.



### Upload a Picture

Attach a photo of you completing a charge.



### Share a Video

Upload your video to YouTube and share the link with us.

Please remember this picture will become public so please refrain from taking pictures or videos of children or addresses that may be identifiable.

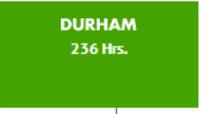
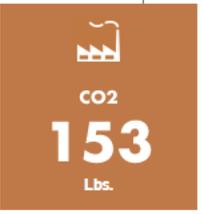
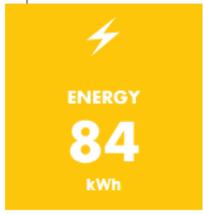
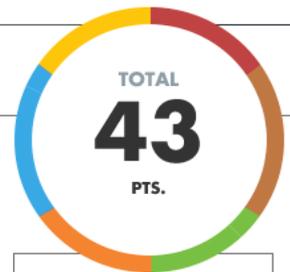
## WHAT ARE THE POINTS FOR AND HOW DO I EARN THEM?

Points are like tickets in weekly prize drawings. The more weekly points you have, the more chances you have to win our fabulous weekly prizes. All your points add up for the grand prize drawings at the end of the challenge.

You can earn points by taking charges (or helping a friend take a charge) and reporting back to us. Submitting text earns you one (1) point, a photo earns you three (3) points, and a video earns you four (4) points. You only get points for one of those options, not all three. Points for monthly charges accrue to your total points for grand prizes, but not for weekly prizes.

# Welcome Tobin Leigh Freid

THIS WEEK'S POINTS



TOTAL IMPACT

# THIS WEEK'S CHARGES

Look before you leave



[SEE DETAILS](#)

Stop idling your engine



Reduce the Impact of Climate Change

[SEE DETAILS](#)

Off with the dayburners



[SEE DETAILS](#)



### BIKE TUNE-UP

Get your bike into its best performing shape, so you can ... [read more](#)

[durhamcycles.com](http://durhamcycles.com)



### \$25 GIFTCARD TO FULLSTEAM BREWERY

A gift card to Fullsteam for any drinks, swag, or snacks ... [read more](#)



# MONTHLY CHARGE





# Thank you!

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